



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
UNITED STATES ARMY GARRISON BAUMHOLDER
UNIT 23746
APO AE 09034-0003

IMEU-BMH-ZA

01 FEB 2011

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy Letter 9-2, US Army Garrison Baumholder Interactive Customer Evaluation (ICE) Policy

1. REFERENCE. Department of Defense, Interactive Customer Evaluation System 2.2.4, Dec 04.
2. PURPOSE. To provide guidance to all Directors, Managers, and Service Provider Managers (SPMs) on the responsibilities, and maintenance of the USAG Baumholder ICE system.
3. APPLICABILITY. These procedures are applicable to all personnel assigned to and/or under the operational control of the Garrison.
4. POLICY.

a. General.

(1) The Interactive Customer Evaluation (ICE - <http://ice.disa.mil/>) system is a web-based application for collecting and reporting customer feedback on Garrison services to determine customer satisfaction levels, obtain suggestions in improving the quality of service to all constituent groups and identify issues affecting customers' well-being. ICE enables the Garrison to nurture a relationship with its customer base by allowing stakeholders the opportunity to submit online and hard copy comment cards to express opinions and offer feedback on the quality of Garrison services. ICE allows managers to collect customer satisfaction data in a timely manner in a standardized format and to take immediate remedial actions if necessary. ICE can be accessed from any electronic device with Internet access.

(2) Online customer ICE card input is preferred over hard copy (shorter response time) and electronic kiosks are available in some locations. Hard copy ICE cards are also available at all service delivery points (hard copy cards mirror the automated version). Customers can drop hard copy cards in any USPS mail box, Garrison distribution box, or in the locked drop box at each service provider location.

(3) The intent of ICE is to facilitate a service provider manager's ability to track customer feedback and improve customer service. ICE participation will not be required as a condition of receiving service. Garrison employees will not utilize ICE to lodge complaints concerning Garrison operations or to threaten individuals.

IMEU-BMH-ZA

SUBJECT: Policy Letter 9-2, US Army Garrison Baumholder Interactive Customer Evaluation (ICE) Policy

(4) Service Providers may add additional questions appropriate to their service but should keep the number of questions to a minimum, focusing on key organizational measures.

b. Collection of ICE Data. SPMs will openly encourage customers to utilize ICE to comment on Garrison services, providing incentives and opportunities to customers. SPMs, in their collection efforts, will strive to generate a 'representative sampling' of customer transactions (10% of transactions). Service Provider performance results are not statistically valid without at least 25 cards received during the ICE system's default 12-week reporting period.

c. Use of ICE Data. Information derived from ICE will be used to strengthen the Garrison's customer relationships and track information useful for process improvement. ICE is one method of identifying specific issues requiring command attention and may be used to improve service delivery. ICE feedback will be used to identify promising practices and areas of performance improvement in providing quality services to Garrison customers. No policy, procedural, or resourcing decisions will be based solely on ICE. Generally, other customer feedback instruments will be used in conjunction with ICE in implementing organizational changes. Additionally, ICE data will be used to complement the Performance Management Review (PMR) process and the Army Performance Improvement Criteria (APIC) organizational assessment.

d. Customer Comment Follow-up.

(1) SPMs receive comment cards via e-mail. First, when the customer inputs the card into the system, and again if the card indicates dissatisfaction, when the Garrison Command Group/PAIO forwards the card to the Directors for a response. SPMs will respond to all customers submitting a 'dissatisfied' ICE comment within 48 hours when contact information is available and 'cc:' the Command Group whether there is a resolution at this point or not; thank the customer for their comment, and let them know that they will be contacted with a final solution. If a 'dissatisfied' comment card does not contain customer contact information, SPMs will address the customer's issue to the Garrison Command Group/PAIO. When a service provider has multiple SPMs, the SPMs will coordinate with each other to determine who will respond to the customer if required. All SPMs will have an alternate that will be responsible for tracking ICE comments when the primary SPM is not available.

(2) Site Comments. In the event a customer sends a comment to the ICE Site Manager and not to a specific service provider, the installation ICE Manager will inform the customer that the comment is being forwarded to a specific manager. The installation ICE Manager will then forward the comment to the appropriate manager for resolution, and annotate the action taken at the "Site Comments" screen.

IMEU-BMH-ZA

SUBJECT: Policy Letter 9-2, US Army Garrison Baumholder Interactive Customer Evaluation (ICE) Policy

e. Customer Input Sites. Service Providers who have a high traffic area will make computers available that link directly to the ICE customer comment card site for that service as technology permits to encourage customer response and provide access to the comment card system for those customers who may not have access to the internet.

5. PROCEDURES.

a. Plans, Analysis and Integration Office (PAIO) will:

(1) Maintain the ICE site for the installation and monitor the ICE site for errors, out-dated information, and consistency of service provider data.

(2) Add/delete service providers and managers, as required.

(3) Train service provider managers and other ICE users (such as those with reports only access) on ICE use.

(4) Troubleshoot user issues.

(5) Monitor email daily to review customer input and forward dissatisfied customer responses or unresolved issues to the appropriate SPM for response and resolution.

(6) Enforce 48 hour response time to customers who request a reply from the SPM.

(7) Enter actions taken by SPMs on the ICE "Follow-up" screen.

(8) Submit to the Garrison Commander and Command Sergeant Major a weekly summary of dissatisfied ICE cards together with the response from the applicable SPM.

(9) Develop and disseminate monthly reports on Garrison ICE performance at Garrison, Directorate, Division and Service Provider level.

(10) Promote the use of the ICE Site to improve service quality and timely customer service responses.

(11) Develop and promote incentives to maintain customer enthusiasm towards the ICE system.

(12) Ensure SPMs understand that the use of ICE is a part of the strategic communications effort that consistently advances the implementation of the Campaign Plan.

IMEU-BMH-ZA

SUBJECT: Policy Letter 9-2, US Army Garrison Baumholder Interactive Customer Evaluation (ICE) Policy

b. Service Provider Managers will:

(1) Monitor email daily to ensure customer comments are responded to within 48 hours (for customers who request a response). Forward response back to Garrison Command Group/PAIO to be entered into the ICE Manager Customer Follow-Up area of the automated card.

(2) Resolve issues that may not require a customer response but may affect customer satisfaction if not resolved.

(3) Ensure questions or event comments added to the service provider information areas are grammatically correct to obtain the desired results.

(4) Ensure questions added are kept to a minimum to allow the customer to submit information in a convenient manner.

(5) Ensure service provider data is current.

(6) Promote the ICE Program to provide better customer service.

(7) Maintain sufficient ICE customer comment cards in service provider areas, making them available to customers. Hard copy cards will mirror the standard comment card and should supplement the automated system where a kiosk is not available.

(8) SPMs or their designees will deliver their ICE drop box to Garrison Command Group/PAIO each Tuesday and Friday.

c. Directorate or Organizational Supervisors.

(1) Ensure service provider managers execute their responsibilities in support of the ICE Program.

(2) Maintain ICE drop boxes at all service provider locations.

(3) Ensure that SPMs or their designees transport their ICE drop boxes to the Garrison Command Group/PAIO each Tuesday and Friday to be emptied of cards.

(4) Monitor information, comment cards, and satisfaction level ratings.

(5) Ensure listings of service provider managers are current and report any changes to the ICE site administrator or manager for update.

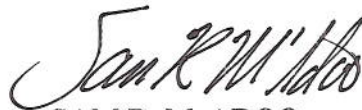
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SUBJECT: Policy Letter 9-2, US Army Garrison Baumholder Interactive Customer Evaluation (ICE) Policy

6. PROPONENT. Plans, Analysis, and Integration Office 06783-6-7205 or DSN 485-7205.

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